

MAY 3 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 30, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 30 1:00 P.M.	CLUB HOUSE FOR WOMEN IN SERVICES OPENS All members of Women's Auxiliaries to the Army, Navy and Marine Corps and similar Corps of United Nations, automatically become members of the Women's Military Services Club and receive courtesy cards of membership. Its gala opening ceremony at 1 P.M., Friday, will include a parade of women in the armed forces flanked by a male military guard of honor. The long-closed Whitelaw Reid House has been renovated for this Club and under chairmanship of Mrs. Norman deR. Whitehouse, opening day will include unveiling of portraits of Colonel Oveta Culp Hobby of the WAACS; Lieutenant Commander Mildred H. McAfee, Director of the WAVES and other high officials in women's auxiliaries. Strictly by invitation. Publ.: Eleanor Lambert, PL. 5-8580.	WOMEN'S MILITARY SERVICE CLUB	WHITELAW REID HOUSE 451 MADISON AVENUE
Friday April 30 9:00 P.M.	ANNUAL NEWSPAPER GUILD BALL Elsa Maxwell, M. C. at this year's Newspaper Guild's ball. In addition to usual distinguished Broadway entertainers and name bands, the evening will feature a number of "page one" awards to stars of stage, screen and radio, for outstanding accomplishment in their fields during past year. Awards will go to Duke Ellington, band leader; Martin Block, announcer; the Golden Gate Quartet, etc. Queen of the ball: prettiest copy girl on any New York newspaper. Proceeds to N.Y. Labor War Chest. Admission, \$1.65 in advance; \$2.20 at door. Publ.: Harold Harris, B'klyn Daily Eagle, MA. 4-6200.	NEWSPAPER GUILD OF NEW YORK	ASTOR HOTEL GRAND BALLROOM
Saturday May 1 10:30 A.M.- 11:30 A.M.	ALL-COTTON FASHIONS IN "TRICKS FOR TEENS" This is the monthly youth movement in fashions staged by Saks with fun and fanfare. This week Paula Stone and Bob Allen will entertain the girls. Open to Press and public. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	TRICKS FOR TEENS SHOP 2ND FLOOR
Saturday May 1-22 11:00 A.M.- 6:00 P.M.	1-MAN EXHIBIT OF BORIS MARGO PAINTINGS Boris Margo is a surrealist painter who has developed several unusual inventive processes in painting. This painter is a pioneer and in the school of Dali for fantasy. Contact: CI. 6-7247.	NORLYST GALLERY	59 WEST 56TH STREET
Saturday May 1	69TH RUNNING OF KENTUCKY DERBY Broadcast by Ted Husing and Clem McCarthy over CBS; 6:15 to 6:45 P.M., EWT.		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
Sunday May 2 3:00- 8:00 P.M.	COCKTAIL DANSANT AND FASHION SHOW This is a fund-raising cocktail-dance to help maintain the Merchant Seamen's Club affiliated with the Stage Door Canteen. Music by Vincent Lopez. M.C.: James J. Walker. Commentator: Ilka Chase. Famous guests including Gertrude Lawrence, etc. Grab bags with valuable gifts for lucky-number holders. Fur fashion showing by Maximilian. Hats by Walter Florell; Powers' models. Admission: \$2. Chairman and publicity contact: Mrs. Irwin Davidson, 151 Central Park West, TR. 7-2828.	VICTORY GUILD, AMERICAN THEATRE WING WAR SERVICE	AMBASSADOR HOTEL PARK AVE. AT 51ST ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	UNCLE SAM'S ANSWER MAN A staff of 13, or whom 11 are women, have been set up in the Chanin Bldg. to handle about a thousand requests a day, to answer questions on all phases of government activity. They touch such problems as rationing, bills before Congress, OPA prices, subversive activities and whatever is pertinent to United States at war. This same staff sells and distributes posters and pamphlets of OWI and other federal agencies. Bureau supervised by Doris L. Kavanagh, and open Mon. through Sat., 9 A.M.-6 P.M. Call: MU. 6-4224.	U. S. INFORMATION SERVICE OF O.W.I.	CHANIN BUILDING ROOM 530
Now Available	PAMPHLET: "LEATHER GOES TO WAR" This new illustrated pamphlet is distributed to contractors of war goods who work with leather. It contains photographs showing war uses of leather and seeks to educate new cutters of leather to economical use of the material. If desired in quantities, pamphlets costs 10¢ per copy. Contact: Tanners Council of America, 100 Gold Street, N.Y.C., BE. 3-0494.	TANNERS COUNCIL OF AMERICA	100 GOLD STREET NEW YORK CITY
Now On View	HOME OF THE FUTURE ON DISPLAY The post-war house delivered by truck in the morning and completely erected by afternoon is on view in the Homasote Precision Built home. It is a 2-story, 7-room, 2-baths-and-basement-model, built to scale and designed to prevent waste, to retain heat in Winter and encourage coolness in Summer and in every way anticipate post-war home builders with a thought to economy. Public invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	MARKET ST., NEWARK, N.J. 5TH FLOOR

WEEK BEGINNING MONDAY, MAY 3, 1943

Monday May 3 10:30 A.M.	BREAKFAST SHOWING: MID-SUMMER FASHIONS Only the Press, by invitation, may come to this comprehensive showing of Lord & Taylor Summer fashions. Publicity: Eleanor Howard, WI. 7-3300.	LORD & TAYLOR	424 FIFTH AVENUE EXEC. CONF. ROOM, 11 FL.
Monday May 3- Friday May 7 12:30 P.M. Luncheon	WEEK-LONG MILLINERY FASHION SHOWS Every day, during the first week in May there will be a luncheon fashion showing of the smartest interpretation of Summer millinery. Each day, different stores and different creators will present the hats, and new slants and trends in millinery will be interpreted to the attending Trade, Buyers, Stylists, Retailers. Tickets for the entire week cost \$15.50, which includes five luncheons and five fashion shows, obtained from Miss Shapiro, Millinery Stabilization Commission, CH. 4-6547. Proceeds will be donated to Service Men's Sight-Seeing Committee. Press by invitation only. Not open to public. Publicity: Miss Ethel R. Duhan, Millinery Fashion Bureau, LO. 5-3283. Schedule as follows: Mon., May 3, Sert Room -- SAKS FIFTH AVENUE Tues., May 4, Sert Room -- MILLINERY CREATORS GUILD (G. Howard Hodge; Vogue Hats, Garfunkel Makers; Miriam Lewis; Harryson Hats; Bernice Charles; Jeanne Tete; Germaine Montabert; Edgar J. Lorie) Wed., May 5, Sert Room -- BONWIT TELLER Thurs., May 6, Starlight Roof -- MILLINERY FASHION INSPIRATION (Lilly Dache; John Frederics; Sally Victor) Fri., May 7, Starlight Roof -- PEG FISCHER, MME. PAULINE, FLORENCE REICHMAN	MILLINERY STABILIZA- TION COMMISSION	WALDORF ASTORIA HOTEL SERT, STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 3 12:30- 1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW Speed-up course in styles for white-collar career-girls in mid-town section. Held during lunch hour with time for a sandwich and soda after or before the fashions. Open to Press and public. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET
Week of Monday May 3 2:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL The Bamberger Woman Power Council, organized to get Jersey women started right in their jobs, has for its program for the coming week: Mon., May 3, 11:00 A.M.--4TH SESSION: AMERICAN RED CROSS STANDARD NUTRITION COURSE. 2:30 P.M.--HANDY ANDY FIX-IT-YOURSELF COURSE: HOW TO REPAIR SMALL ELECTRICAL APPLIANCES. Tues., May 4, 2:30 P.M.--ROLES PLAYED BY BRITISH WOMEN IN THE WAR AND PARTS AMERICAN WOMEN CAN EXPECT TO TAKE. Wed., May 5, 2:30 P.M.--DISCUSSION ON GARDEN PLANTS THAT CAN BEST BE GROWN IN NEW JERSEY SOIL. 7:15 P.M.--4TH SESSION: BACKYARD CHICKEN FARM COURSE. Thurs., May 6, 2:30 P.M.--POLITICAL AND ECONOMICAL IMPORTANCE OF SOUTH AMERICA IN THE WAR. Fri., May 7, 2:30 P.M.-- CANNING COURSE: JAMS AND JELLIES. Sat., May 8, 2:30 P.M.-- HOW TO CUT AND MAKE YOUR OWN DRAPERIES. Further information from Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY
Week of May 3-8	EXHIBIT OF TEX- TILE DESIGNS Exhibition of textile designs in the Commercial Textile Department of the Traphagen School of Fashion. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND ST.)
Monday May 3-8	5TH ANNUAL NATIONAL POSTURE WEEK With millions of women in war work, Posture takes the spotlight as one of the most important features in the physical fitness program during the national emergency. Slogan for this year's event: "Fitness for Victory" will be dramatized with full-color posters available to industrial plants that employ women, to schools and colleges and women's clubs and to stores for window and interior display. National Posture Week presents a good opportunity for stores to participate in the program for tie-ins with government-approved plans for physical fitness and safety. For merchandising suggestions and tie-ins, contact: Mr. Frank Kaufman, S. H. Camp, CH. 4-5798.	SPONSORED BY S. H. CAMP & CO.	THROUGHOUT COUNTRY
Monday May 3- May 15	INVENTORS' EXPOSITION FOR 1943 To help inventors bring their ideas to the attention of the public and to manufacturers, the American Hobby Federation makes this annual display of their talents. No charge either for space in show or admission to see. Project is purely educational. For further information, contact: Mr. Irwin M. Frey, Pres., American Hobby Federation, 330 W. 42nd St., LE. 2-3488.	AMERICAN HOBBY FEDERATION	HEARN'S AUDITORIUM 14TH ST. AT 5TH AVE.
Tues., 5/4 12:30 P.M.	MILLINERY CREATORS GUILD SUMMER SHOW AT WALDORF ASTORIA, SERT ROOM See Page 2, Item 5 for details.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 4 4:00- 7:00 P.M.	FASHION SHOW AND COCKTAIL PARTY A gala send-off to inaugurate a new line of Old South "Cotton Blossom" toiletries, introduced by Bonwit Teller, and 73 leading stores across the country. Coordinated are Southern prints, pastel cottons, rayons and cotton laces, David Crystal cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. Preview by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.	MURIEL JOHNSTONE	HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH
Tuesday May 4 9:00 P.M.	PORTRAITS OF DISTINGUISHED PERSONALITIES OF THE 90's Invitation preview for Tuesday will be quite a gala social and will be \$5 a person. Thereafter, through the 16th of May, admission is \$1. This is a retrospective collection of personalities of the New York scene in the Gay 90's painted by eminent artists of that period. Arrangements Committee headed by Mrs. George Blumenthal, Ritz Carlton Hotel, EL. 5-4395.	AMERICAN RED CROSS	GRAND CENTRAL ART GALLERIES, HOTEL GOTHAM
Wednesday May 5 9:30 A.M. and 8:00 P.M.	1-DAY JOINT CONFERENCE OF MERCHANDISERS & DISCUSSION OF HOSIERY ORDER Condensed, streamlined 1-day joint conference of large and small merchandise divisions will be held under N.R.D.G.A. for the purpose of clarifying inventory procurement and rationing. Principle speaker: J. D. Runkel, General Manager, Crowley-Milner, Detroit. Nominal registration fee of \$3 includes luncheon. In the evening, at 8 P.M., following the all-day joint conference of the Smaller Stores and Merchandising Groups of N.R.D.G.A., members of the Bureau of Smaller Stores have arranged a meeting to discuss the Rayon Hosiery Order. Contact: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
Wed., 5/5 12:30 P.M.	BONWIT TELLER SUMMER MILLINERY SHOW AT WALDORF ASTORIA, SERT ROOM See Page 2, Item 5, for details.		
Wednesday May 5 4:30 P.M.	"STAND BY FOR SUMMER" FASHIONS This is an all-out for Summer presentation of pretty, practical and pert-for-city-wear fashions, presented in the meticulous Altman manner which means perfect accessorizing and smart presentation. Press by invitation. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH AVE. AT 34TH STREET
Wednesday May 5 7:00- 10:00 P.M.	NEW COURSE IN BLUE PRINT BUSTING Course for training of women artists and designers showing the merging of art and engineering. Its purpose: to convert the special skills of artists and designers to qualify them for vital positions in war plants of today and industry of tomorrow. Given under direction of Eugene Korda, the course takes from 12 to 16 weeks depending on individual, and equips artist for practical work in defense industries. Registration going on now at Grand Central School of Art. Classes from 3 to 1 night a week, 7 to 10 P.M. Cost: \$95. Contact: Michael Davidson, MU. 9-5463.	GRAND CENTRAL SCHOOL OF ART	GRAND CENTRAL TERMINAL BUILDING
Thurs., 5/6 12:30 P.M.	MILLINERY FASHION INSPIRATION SUMMER SHOW AT WALDORF ASTORIA, STARLIGHT ROOF See Page 2, Item 5 for details.		
Thursday May 6 12:30 P.M.	JOINT LUNCHEON AND PANEL DISCUSSIONS At the invitation of the American College Publicity Association, which is holding its annual national convention at New Yorker, May 6-8, the Publicity	AMER. COLLEGE PUBL. ASSO., PUBL. CLUB OF N. Y.	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

Club of New York will join forces with the Association at a joint luncheon on May 6th. Convention will feature series of panel discussions on publicity features, press associations, photos and radio; a good chance for Publicity Club members to meet with country's outstanding college and university publicists. Contact: Mr. Uriel Davis, CI. 7-6161.

Thursday May 6 1:00 P.M. Luncheon	SUMMER MILLINERY FASHION SHOW Same millinery show that was given earlier in week for the Trade at Waldorf Astoria in the group of millinery showings sponsored by Millinery Stabilization Commission. Open to public. Luncheon, \$2. Press by invitation. Bonwit Publ.: June Clark, EL. 5-6800. Plaza: Alma Zaiss, PL. 3-1740.	BONWIT TELLER (721 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
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Thursday May 6 4:30 P.M.	TALKS ON "FASHIONS IN HEADRESS" Among the weekly speakers on behalf of this charity, are Mrs. Michelle Murphy, Curator of Industrial Division of Brooklyn Museum who on May 6th will talk on "Heads Worthy of Hats". On May 13th, Mme. Elsa Schiaparelli will talk on heads of the fashionable women for whom she has designed clothes. Admission: 50¢ plus tax. All proceeds to the New York Infirmary for Women and Children. Contact: Mrs. Walter Hoving, WI. 2-5353.	NEW YORK INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET
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Thursday, May 6 4:30 P.M.	GLORIFYING MUSIC This is a three-day exultation music festival with big names in music participating. Prizes for musical achievement will be given by Walter Damrosch; Edward Johnson, of Metropolitan Opera Co.; and Mrs. Lytle Hull, president of New Opera Co. Panel discussions by George V. Denney, of Town Hall, and other attractions. Registration fee: \$3 entitles admission to meeting. Tickets to supper and to concert additional. Apply Biltmore Hotel or Mrs. Henry C. Schroeder, 1803 Brooklyn Ave., Brooklyn, N.Y. Publicity: Helen Havener, CH. 3-3623.	NATIONAL FEDERATION OF MUSIC CLUBS	BILTMORE HOTEL MADISON AVE. AT 43RD
Friday, May 7 8:30 P.M.			
Saturday, May 8 7:30 P.M.			

Fri., 5/7 12:30 P.M.	PEG FISCHER, MME. PAULINE, FLORENCE REICHMAN SUMMER MILLINERY SHOW AT WALDORF See Page 2, Item 5 for details.		
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Friday May 7 7:30 P.M.	RED, WHITE AND BLUE DINNER-DANCE Annual Springtime fete for Soldiers & Sailors Club. Attendance will include high-ranking military and naval officers and the patrons' list is from the social register. Chairman: Mrs. John A. Morris. Head of reception and dinner committee: Mrs. Walter Hoving. There will be a fashion show with clothes by Harry Collins; Nancy, Inc.; Chez Ninon and Herman Tappe. Tickets, \$7.90, includes dinner, dance, entertainment, obtainable from Mrs. John Morris, 830 Park Ave. Publicity: Miss Pinkerton, AS. 4-4353.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL BALLROOM
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Friday May 7 8:30 P.M.	FORUM ON FUTURE OF SOCIAL SECURITY Another of the New York Times' Forums corraling noted authorities who speak before invited audience on current topics. This time, Dr. Eveline Burns, Economist, will speak. Also Mr. Grant MacKenzie, Research Secretary, of the Labor Party. Mr. Reinhard Hohaas, Actuary of Metropolitan Life Insurance and Mr. Louis Stark of New York Times will act as moderators. Attendance by invitation only. Contact: Mrs. Wales Latham, N.Y. Times, LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 9 2:30 P.M.	DANCE AND COCK- TAIL PARTY This social event replaces annual millinery show and will furnish entertain- ment and dancing by Leo Dryer's Orchestra. Sale of tickets, \$2.75 each, under direction of Miss Jacobson, Eastern Women's Headware Assoc., 1440 B'way, N.Y.C. Publ.: Phyllis Hermann, Ogus, Rabinovich & Ogus, CA. 5-3400.	ASSOCIATED MILLI- NERY WOMEN	WALDORF ASTORIA HOTEL PARK AVE. AND 50TH STREET
Sunday May 9	"MOTHER'S DAY" "Mother's Day" this year has a war-time slant. It begins with presentation of a poster "Remember Mother--The Bravest Soldier of Them All", by Lt. McClelland Barclay, to Mrs. Edward Rickenbacker, wife of aviator-hero. Trade Promotion Committee for "Mother's Day" has promotional suggestions and dis- play ideas available to retailers on request. For revenue-raising helps, contact: Irving K. Edwards, Gray Advertising Agency, CH. 4-3900.	NAT'L COMM. ON OBSERV- ANCE OF "MOTHER'S DAY"	RETAIL STORES THROUGHOUT COUNTRY
Monday May 10 1:00 P.M. Luncheon	COTTON PLAY CLOTHES FASHIONS Famous for her Mother-and-Daughter fashions and cotton play clothes, Mary Lewis again presents a comprehensive Summer Collection of town and country clothes and wedding ensembles of cotton. Open to public. Luncheon, \$2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	MARY LEWIS (638 5TH AVE.)	ST. REGIS HOTEL ROOF
Monday May 10- May 5	BELMONT SPRING RACE MEET General admission, \$1.50; Clubhouse, \$4. Publ.: Mr. Lee Olwell, PL. 8-0615.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L. I.
Tuesday May 11 4:30 P.M.	PRESS PREVIEW AND COCKTAILS This ultra-smart Paris style shop is the source of advance collections of couture fashions in hand-knits, tailor-mades and exclusive accessory origin- als. Its clientele includes many wealthy refugees and chic American women. For its cocktail preview, the Press may come by invitation only. Publicity: Viola Shefer, PL. 3-2117.	HENRY A LA PENSEE	9 EAST 55TH STREET
Wednesday May 12- May 13	ANNUAL CONVENTION This is the annual two-day convention at which the problems of the industry 9:00 A.M.-are discussed by the leaders, and outstanding government officials come to 5:00 P.M. clarify federal rulings on cosmetics. The leading beauty editors of maga- zines and newspapers contribute their slant and a helpful point-of-view is the achieved object. Contact: Mr. S. L. Mayham, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH STREET
Wednesday May 12 1:00 P.M. Luncheon	COTTON LUNCHEON FASHION SHOW Arnold Constable will tell New Yorkers how to face Summer in a luncheon show- ing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 12 5:00- 7:00 P.M.	RECEPTION AND COCKTAIL PARTY FOR SPICES IN WAR Foregoing its annual banquet this year in compliance with government request, the American Spice Trade Association is holding an unusual reception and cocktail party at which spices will illustrate their war-time role. Admission by invitation. Contact: John Max Weyer, LO. 5-3210.	AMERICAN SPICE TRADE ASSOCIATION	ASTOR HOTEL NORTH BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 13 1:00 P.M. Luncheon	YOUNG TIMERS' SUMMER FASHION SHOW Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Plaza Publicity: Alma Zaiss, PL. 3-1740.	HENRI BENDEL (10 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Saturday May 15	1ST SHOWING: CHILDREN'S FALL SPORTSWEAR For appointment to see, contact: Mr. Birnbaum, WI. 7-4520.	DERBY SPORTSWEAR	1359 BROADWAY
About May 15	OPENING: FALL LINGERIE LINES Lingerie collections and styles condensed because of the war will be exhibited to buyers mid-May for delivery in June. Fabric situation for lingerie industry is growing tense and this may be one of the last major lingerie showings.	LINGERIE MANUFACTURERS	INDIVIDUAL SHOWROOMS
About May 15	OPENING OF FALL HAND BAG LINES Beginning with mid-May and lasting into early June, the following makers are showing new early Fall hand bags: (Others to be announced later). COBLENTZ BROS. 30 E. 33RD ST. BIENEN-DAVIS 159 MADISON AVE. JOSEF 30 E. 33RD ST. KORET 33 E. 33RD ST.	QUALITY MANUFACTURERS	INDIVIDUAL SHOWROOMS
Monday May 17 1:00 P.M. Luncheon	MID-SUMMER FASHION SHOW An interesting collection of mid-Summer styles for big city purposes. Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50) KATRINKA SUYDAM (7 E. 48)ROOF	ST. REGIS HOTEL
Monday May 17- May 22	1943 NATIONAL COTTON WEEK In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19 $\frac{3}{4}$ " red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Monday May 17	NATIONAL SUMMER MILLINERY WEEK Information and written material distributed by Millinery Fashion Bureau. Contact: Miss Ethel R. Duhan, M.F.B., 33 West 42nd St., LO. 5-3283.		
Monday May 17	FIRST SHOWING: QUALITY FURS This master fur-fashion-creator will unveil a new collection of distinctive, quality furs. Publicity: Zanville Diamond, MU. 2-4058.	J. DeLEO & CO.	SHOW ROOM 130 W. 30TH STREET
Wednesday May 19 1:00 P.M. Luncheon	SUMMER SAGA: 1943 STYLES A comprehensive showing of early Summer fashions; dresses, light-weight coats, suits, sportswear. This showing marks the final luncheon fashion show of season at Waldorf. Open to public. Luncheon, \$2. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 20- May 25 10:00 A.M.- 6:00 P.M.	ANNUAL EXHIBIT OF STUDENT WORK Exhibit combines graduation of Parson's students who themselves make a fashion presentation of clothes they designed, made and modeled. This fashion show will be put on four times: May 20 and 25 at 8:30 P.M.; and May 22 and 23 at 3:30 P.M. Exhibit open to Press and public May 20 to 25. Publicity: Ruth Bagnall, PL. 8-1662.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH STREET
Thursday May 20- May 21	ANNUAL SPRING BUSINESS MEETING This is for the purpose of discussing the many problems arising each day in the leather industry. The meeting will cover such matters as hide and skin supplies, tanning materials, manpower, government orders, etc. Further de- tails to be announced later. Publicity: Mr. J. S. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH STREET
Friday May 21 1:00- 5:00 P.M. And 7:00- 10:00 P.M.	MECHANICAL DRAFTING COURSE FOR WOMEN This is an intensive part-time course for women to prepare them for positions as junior draftswomen in war industries and government agencies. It requires 2 years of college training in mathematics and science, business, industry or art. It is given from 7 to 10 P.M. every Tues., Wed. and Fri. evenings; and Sat. afternoons from 1 to 5 P.M. for a period of 12 weeks. For informa- tion, Room 13, Engineering Bldg., 9 A.M.-5 P.M. UN. 3-3200.	COLUMBIA UNIVERSITY SCHOOL OF ENGINEERING	ENGINEERING BUILDING 117TH AT BROADWAY
Saturday May 22 7:00 P.M. Dinner	TESTIMONIAL DINNER TO WILLIAM M. HOLMES This is the annual benefit dinner sponsored and run by department store ex- ecutives. Each year, a favorite merchant is the guest of honor. This time it is William M. Holmes, President of Bonwit Teller. Tickets: \$50 per couple. Publicity: Mrs. Germaine Swain, VA. 6-1590.	NATIONAL JEWISH HOS- PITAL AT DENVER	ASTOR HOTEL B'WAY AT 45TH STREET

Beginning Monday May 24	FALL OPENINGS: SPORTSWEAR GUILD For a period of two weeks beginning May 24th, the Sportswear Guild will show its Fall lines to buyers and stylists. Members include: ADLER & ADLER 550 7TH AVE. MUTUAL ROSENBLUM 498 7TH AVE. DAVIDOW " " " CHARLES W. NUDELMAN 550 " " DAVID M. GOODSTEIN " " " ZOLTAN ROSENBERG " " " KANE-WEILL 498 " " SPORT-CRAFT INC " " " STAR-MAID 498 7TH AVE.	9 MEMBERS OF SPORTSWEAR GUILD	INDIVIDUAL SHOWROOMS
First Week In June	FALL FASHION COLLECTIONS The following Guild Houses will present their Fall Collections beginning June 1st and for a week thereafter. More specific dates listed later. WILLIAM BASS DRESS CO. 530 7TH AVE. INTERNATIONAL DRESS CO. 1400 B'WAY CAPRI FROCKS, INC. 1372 B'WAY KAPLAN & GRABOIS 498 7TH AVE. DEITSCH, WERSBA, COPPOLA 512 7TH AVE. SAMUEL KASS 498 " " ED GERRICK, INC. 550 " " LA RUE DRESSES, INC. 550 " " FOX-BROWNIE, INC. 498 " " MARY LEE, INC. 530 " " A. GOODMAN & CO. 530 " " PARNIS-LEVINSON, INC. 530 " " JOSEPH HALPERT 530 " " BEN REIG CO. 498 " " HORWITZ & DUBERMAN 498 " " C.H.D. ROBBINS CO. 525 " " JUNIOR LEAGUE FROCKS 1372 B'WAY HERBERT SONDHEIM, INC. 530 " "	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 7 (Time Later)	PREVIEW: 22ND ANNUAL EXHIBIT OF ADVERTISING ART This is the annual showing of the best illustrations in advertising. A competent committee will judge and make awards for the best ads. Any art director, artist, photographer, designer (or any organization) which has produced, directed or published a piece of advertising art or an advertising unit appearing in published form between February 16, 1942 and February 16, 1943, is eligible to show it. Send material to Exhibition Committee, Art Directors' Club. Entry fee for each accepted piece is \$15, payable upon acceptance. Open to public from June 8-30. Contact: Miss Winifred Karn, Art Directors' Club, 115 E. 40th St., N.Y.C., CA. 5-4340.	ART DIRECTORS' CLUB	N. Y. PUBLIC LIBRARY 42ND ST. AT 5TH AVE.
Tuesday June 8 4:00- 7:00 P.M.	TEA FOR SEWING CONTEST WINNERS 6 national winners in this radio-conducted sewing contest are being brought to New York to be awarded \$100 War Bonds for their excellence in home sewing. Contest was sponsored by retail stores. Judges: Elsa Schiaparelli; Omar Kiam; Gladys Swarthout; Mrs. Oliver Harriman; Marion Young, WOR; and others. Winning costumes will be shown. Publ.: Gwen McKenna, Tom Fizdale, EL.5-5580.	NATIONAL NEEDLE-CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM
Thursday June 17	OPENING: 26TH SEASON, STADIUM CONCERTS For the 26th season of Stadium Concerts, a new demountable stage suitable for both concert and dramatic purposes will be unveiled to replace the stage destroyed by lightning last Summer. Improved conductors', soloists' and orchestra dressing rooms are planned. Opening program: All-Tchaikowsky, with Artur Rubinstein as piano soloist. Other soloists during first week are Albert Spaulding and Marjorie Lawrence. Tickets, 25¢ to \$1.50. Concert committee: Mrs. Charles Guggenheimer and Mrs. Pierpont Morgan Hamilton. Arthur Judson, Manager. Publicity: Dorle Jarmel, CI. 7-7575.	STADIUM CONCERTS INC.	LEWISOHN STADIUM 138TH AT AMSTERDAM
Week of Monday June 21	EARLY FALL OPENING: CORSET & BRASSIERE MARKET It has been agreed to open the Corset and Bra Market earlier than in years due to difficulties in getting orders delivered. This Fall market is an important one, for the lines will reflect the next step in the change-over necessitated by war conditions and dwindling supplies of elastic. There are definite signs of tightening up, but not with rubber. Manpower too is a problem. Therefore, the boards of both associations are looking ahead to this advance date for further guidance in their industry. Contact: Corset & Bressiere Association of America, 200 5th Ave., GR. 5-0880 and Associated Corset & Brassiere Association, 220 5th Ave., MU. 3-1593.	CORSET & BRASSIERE ASSOC. OF AMER. AND ASSOC. CORSET & BRASSIERE MANUFACTURERS	INDIVIDUAL SHOWROOMS

DATES AHEAD

May 9	MOTHER'S DAY	(Sun.)
May 15	STRAW HAT DAY	(Sat.)
May 17	I AM AN AMERICAN DAY	(Mon.)
May 30	MEMORIAL DAY (Celebrated Mon.)	
June 14	FLAG DAY	(Mon.)
June 19	CHILDREN'S DAY	(Sat.)
June 20	FATHER'S DAY	(Sun.)
June 22	1ST DAY OF SUMMER	(Tues.)
July 4	INDEPENDENCE DAY (Celebrated Mon.)	

RED LETTER WEEKS

May 1-8	NATIONAL EGG WEEK
May 1-8	AMERICAN HOME WEEK
May 1-8	NATIONAL FISHERMAN'S WEEK
May 2-9	NATIONAL MUSIC WEEK
May 3-9	NATIONAL RESTAURANT WEEK
May 12-18	GOOD WILL WEEK
May 15-23	NATIONAL GOLF WEEK
May 17-22	NATIONAL COTTON WEEK
May 23-29	NATIONAL FIRST AID WEEK
May 23-30	NATIONAL POETRY WEEK
May 29-6/5	NATIONAL TENNIS WEEK

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Sunday.....NATIONAL MUSIC WEEK, BY NAT'L & INTER-AMERICAN MUSIC WEEK COMMITTEE,
May 2-9 THROUGHOUT COUNTRY. This is the 20th annual observance of National Music Week, to bind more closely together the music lovers of America. The choicest of the world's music will be broadcast all week in collaboration with the Treasury radio programs. For further information, promotional material, tie-ins, etc., contact: Mr. C. Tremaine, National Music Week Committee, 315 4th Avenue, N.Y.C., GR. 5-7100.

Monday.....RETURN ENGAGEMENT: "THE CORN IS GREEN" MARTIN BECK THEATRE, 302 W. 45TH ST.
May 3 This is the play in which Ethel Barrymore has been playing and touring for the past three years. Now re-engaged at popular prices from 50¢ to \$2.00. Produced by Herman Shumlin. Publicity: Richard Maney, WI. 7-6939.

Week.....EXTENDED ENGAGEMENT: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39
Beginning Hurok Attractions announced that the Ballet will go on for an extra week
Monday during which 18 different productions will be given.
May 3 Mon., May 3 - "THREE-CORNERED HAT", "LILAC GARDEN", "BLUEBEARD"
8:30 P.M. Tues., May 4 - "BILLY THE KID", "ALEKO", "HELEN OF TROY"
Wed., May 5 - "SYLPHIDES", "DARK ELEGIES", "PAS DE QUATRE", "HELEN OF TROY"
Thurs., May 6 - "ROMEO & JULIET", "THREE VIRGINS & A DEVIL", "BLUEBEARD"
Fri., May 7 - "PRINCESS AURORA", "LILAC GARDEN", "BOLERO", "HELEN OF TROY"
Sat. Mat., May 8 - "ROMEO & JULIET", "PETER & THE WOLF", "PRINCESS AURORA"
Sat. Eve., May 8 - "GISELLE", "BOLERO", GALA PERFORMANCE
Sun. Mat., May 9 - "SYLPHIDES", "PETROUCHKA", "PRINCESS AURORA"
Sun. Eve., May 9 - "ROMEO AND JULIET", "THREE VIRGINS AND A DEVIL",
"APOLLO", "BLUEBEARD"
Costumes by Miles White. Publicity: Gerald Goode, S. Hurok, PL. 3-0820.

Tuesday.....PREMIERE: "SONS AND SOLDIERS" MOROSCO THEATRE, 217 WEST 45TH ST.
May 4 This is the title of the new Irwin Shaw play, with Geraldine Fitzgerald, Stella Adler, and others. Publicity: Charles W. Washburn, CI. 6-5775.

Week of.....GRAND OPERA FESTIVAL BY ESSEX COUNTY SYMPHONY SOC., MOSQUE THEATRE, NEWARK
Tuesday 17 Metropolitan Opera stars including Jarmila Novotna, Kerstin Thorborg,
May 4- Charles Kullman, etc., will participate in the 7 operas given by the Essex
May 9 County Symphony Society. The operas to be given are "Aida", "La Traviata",
Afternoon, "Carmen", "Faust", "La Boheme", "Rigoletto" and "La Forza del Destino".
Evening Tickets, \$1.10 to \$2.75. Publicity: Constance Hope, PL. 3-3390.

Wednesday...PREMIERE: "THE HOME FRONT" LONGACRE THEATRE, 220 WEST 48TH ST.
May 5 This is a John Golden production featuring Ruth Weston and Robert Burton. Costumes supervised by Bianca Stroock. Publ.: Bernard Simon, BR. 9-6996.

Thursday....PREMIERE: "THE MORE THE MERRIER" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
May 6 This picture starring Jean Arthur and Joel McCrea is a Columbia production.
(Tentative) It awaits its turn at the Music Hall when the current picture "Flight For Freedom" leaves. Publicity: Hortense Schorr, BR. 9-7900.

Thursday....OPENING: STARLIGHT ROOF AND XAVIER CUGAT'S ORCHESTRA, WALDORF ASTORIA HOTEL
May 6 Mischa Borr will alternate with Cugat and special feature: Tito Guizar,
7:00 P.M. Mexican singer. Publicity: Ted Saucier, EL. 5-3000.

Friday.....PREMIERE: "NEXT OF KIN" (Movie) RIALTO THEATRE, 1481 BROADWAY
May 7 This British-made picture released by Universal is in reality a training film for British troops, but it has proven so popular, that it is being shown here, by request. University Publicity: CI. 7-7100.

Tuesday.....PREMIERE: "LADY OF BURLESQUE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
May 13 This promises to be a good picture utilizing Gypsy Rose Lee's background and Barbara Stanwyck's acting. In the cast are Michael O'Shea, Charles Dingle, Iris Adrian, etc. Miss Stanwyck's costumes by Edith Head; others by Natalie Visart. United Artists Publicity: Robin Harris, BR. 9-7300.